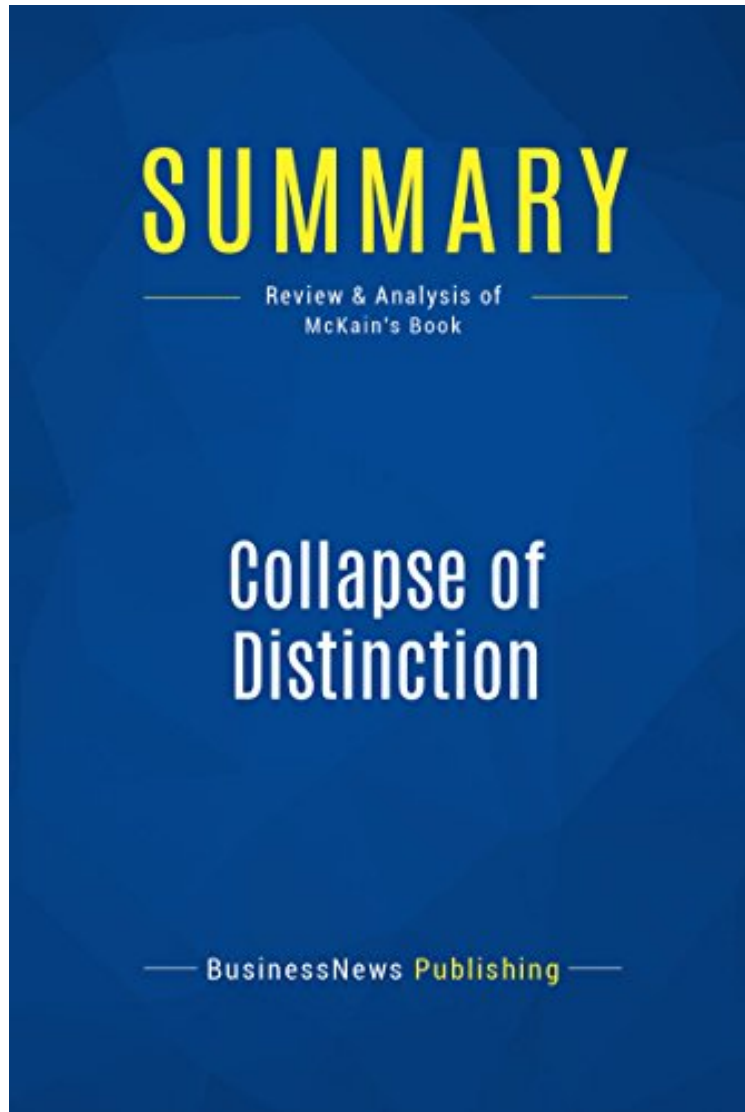


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## Summary: Collapse of Distinction: Review and Analysis of McKain's Book

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The must-read summary of Scott McKain's book: "Collapse of Distinction: Stand Out and Move Up While Your

Competition Fails". This complete summary of the ideas from Scott McKain's book "Collapse of Distinction" shows that instead of standardised products, customers crave distinction. They want products that stand out for all the right reasons because they are delivered by companies which are fanatical about creating a great customer experience. And this is especially true when the economy is down. If you can create distinction, you lift yourself above your competition and create the conditions which will allow you to charge more for your products and services. This summary teaches how to differentiate from the competition, even in tough economic times. Added-value of this summary: 

- Save time
- Understand the key concepts
- Increase your business knowledge

To learn more, read "Collapse of Distinction" and discover how to differentiate from the competition.